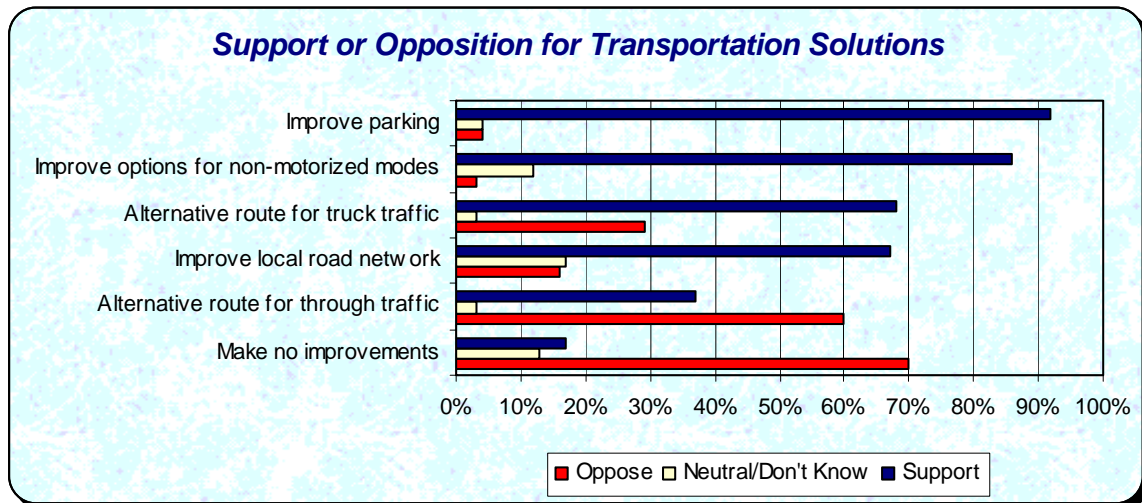


Bishop Area Access and Circulation Study of Businesses

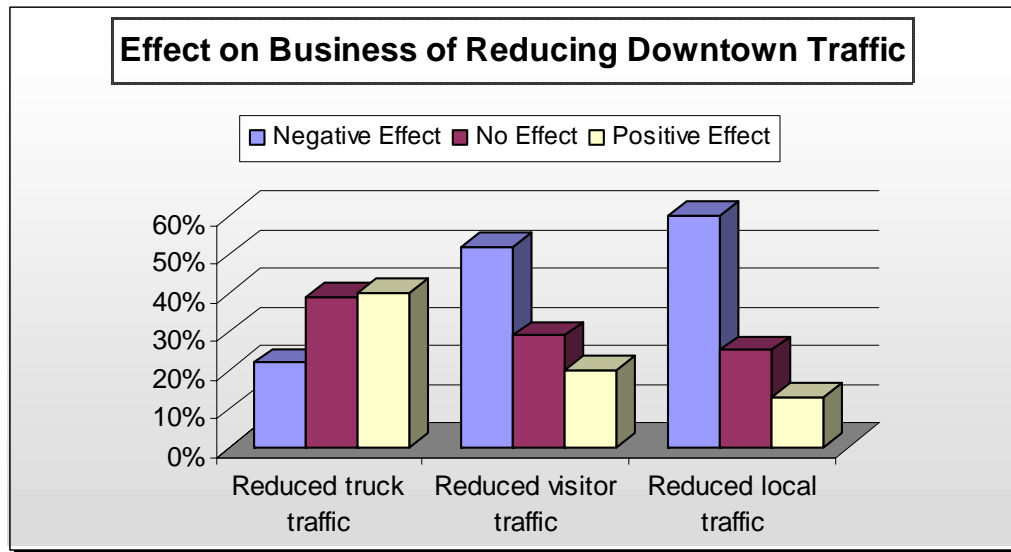
June 2004

Salient Results & Recommendations

- When asked top-of-mind what the number one transportation issue is in Bishop, the top two responses were not enough parking (39%) and too many trucks on Main Street (18%). Solutions to the number one transportation issue that received the highest percentage of responses were creating an alternate route specifically for truck traffic (38%) and creating more parking (20%).
- Solutions to transportation issues that have the most support are improving parking, improving the options for using non-motorized modes of transportation, creating an alternate route specifically for truck traffic, and improving the local road network by adding to and connecting existing roads.



- The strongest opposition to transportation solutions (other than making no improvements) was creating an alternate route for through traffic (60%). Creating an alternate route specifically for truck traffic was supported by most businesses (68%) and the majority said it would either have a positive effect (40%) or no effect on their business (39%)



- Most business that responded were interested in improving the look and feel of downtown Bishop and felt that streetscape improvements would have a positive impact on their business (76%). However, only about half would be supportive of helping to pay for improvements.

Statistically Significant Crosstabulations

- Businesses on Highway 395/Main Street were more likely than businesses in other locations to indicate that reduced visitor traffic would have a *negative* effect on their business and that reduced truck traffic would have a *positive* effect on their business.
- While most respondents indicated that reduced local traffic would have a negative effect on their business, this consequence was more likely to be mentioned by businesses on Highway 395/Main Street.
- The higher the percentage of business from out-of-town travelers, the more the company was opposed to constructing an alternate route for truck traffic. They were also more likely to indicate that reduced visitor traffic and reduced truck traffic would have a negative effect on their business.

- Reduced truck traffic seemed to have no effect on companies with zero to 20 percent out-of-town customers, a negative effect on companies with 40 to 60 percent of out-of-town customers, and a positive effect on companies with 80 to 100 percent of out-of-town consumers. These results may be indicative of the type of business (i.e. restaurant vs. tourist related business).
- Enterprises with either less than six employees or more than twenty employees were more concerned with adding parking as a benefit to their business.
- Businesses with 11 to 15 employees were most supportive of helping to pay for improvements of the look and feel of downtown Bishop.
- Companies on Highway 395/Main Street were more likely than companies in other locations to have more customers (100 or more) each week and to have a higher percentage of business (40% or more) from out of town travelers.
- The number of customers that visit an enterprise each week increased with the number of employees (full and part-time) at the enterprise.
- Tourist related and retail businesses were more likely to be located on Highway 395/Main Street.

Bishop Area Access and Circulation Study of Businesses
Frequency Questionnaire

Methods:	
Field Dates:	• Field Dates: June 4 – June 29, 2004
Sample Size:	• 79 businesses
Sampling Error:	• +/- 9.7% (calculated at 95% confidence level) with a population of 325
Unit of Analysis:	• Business Owner or Manager
Population:	• Businesses in Bishop, CA on the questionnaire mailing list
Sampling Frame:	• Paper questionnaire to be mailed to businesses in Bishop on or near downtown/Main Street and North Sierra Hwy
Budgeted Length of Questionnaire:	• 1 page, front and back

NOTE: This frequency questionnaire serves as only a preliminary report. Frequency percentages reported in this document represent adjusted frequencies, meaning that, unless otherwise indicated, percentages have been adjusted to account for any non-responses or not-applicable responses. Due to rounding, the totals of these percentages may be slightly above or below 100%. Questions allowing for multiple responses will not add to 100%.

The **mean, median, and mode** are measurements of central tendency (the statistical reports are included in a separate cover). A mean indicates the mathematical average of all respondents. For instance, on the variable "number of customers per week" (Q13), a mean of 4 indicates that the average of all responses is "200 to 500 customers" (on a six-point scale). The median is the midpoint answer of all respondents. On the same variable "number of customers per week," a median of 4 suggests that half of the respondents gave a rating higher than 4 and the other half gave a rating lower than 4 ("200 to 500 customers"). The mode is the answer that was chosen most among respondents. In otherwords, it is the category with the highest percentage.

• Paper Questionnaire •

01. What would you say is the number one transportation issue that affects your business in the Bishop area?

	Of all respondents
1) Parking	38.6
2) Congestion	3.5
3) Too Many Trucks	17.5
4) No Problems	8.8
5) Other	31.6

02. What, if any, solution would you suggest to the number one transportation issue?

	Of all respondents
1) Bypass for Trucks	37.8
2) More Parking	20.0
3) Nothing/Don't Know	6.7
4) Other	35.6

03. Several alternatives can be considered as a way to handle local transportation issues in the Bishop area. Please tell me if you support or oppose each of the following.

	Of all respondents				
	Strongly Oppose	Somewhat Oppose	Somewhat Support	Strongly Support	Neutral/ Don't Know
a. Construct an alternate route for through traffic	52.6	7.7	12.8	24.4	2.6
b. Construct an alternate route specifically for truck traffic	17.7	11.4	13.9	54.4	2.5
c. Improve the options for riding a bicycle, walking, and other non-motorized modes	1.3	1.3	31.2	54.5	11.7
d. Improve parking	1.4	2.7	20.3	71.6	4.1
e. Improve the local road network by adding to and connecting existing roads	9.2	6.6	19.7	47.4	17.1
f. Make no improvements	54.9	15.5	15.5	1.4	12.7

04. Is the existing supply of parking adequate for your business needs?

	Of all respondents
1) Yes	55.1
2) No	44.9

05. What would most benefit your business?

	Of all respondents
1) More Parking	31.5
2) Shorter Parking Time Limits/Faster Turnover	0.0
3) Less through truck traffic on Main Street	15.1
4) Less congestion on Main Street	8.2
5) Streetscape enhancements	19.2
6) No Changes/None of the Above	15.1
7) Other (please specify)	11.0

06. What effect would reducing the volume of current traffic through downtown on Main Street have on your business?

Of all respondents

	Significantly Negative	Moderately Negative	No Effect	Moderately Positive	Significantly Positive
a. Reduced visitor traffic	39.0	13.0	28.6	10.4	9.1
b. Reduced truck traffic	9.0	12.8	38.5	11.5	28.2
c. Reduced local traffic	38.2	23.7	25.0	10.5	2.6

07. Please indicate your opinions on improving the look and feel of downtown Bishop on Main Street.

Of all respondents

	Yes	No
a. Interested in the improvement of the look and feel of downtown	76.3	23.7
b. Improving downtown would have positive impact on business	67.6	32.4
c. Supportive of helping to pay for downtown visual improvements	51.5	48.5

08. Where is your business located?

Of all respondents

1) On Highway 395/Main Street	59.5
2) On 395 North Sierra Hwy	10.8
3) Within two blocks of Highway 395	23.0
4) Somewhere else in the Bishop area	6.8

09. How many years have you been in business?

Of all respondents

1) Less than 16	42.0
2) 16-30	36.0
3) 31-45	10.5
4) 46 or more	12.0

Mean = 21 years
Median = 19 years
Mode = 3 years

10. How many total (full and part time) employees are currently employed with your business?

	Of all respondents
1) Less than 6	46.5
2) 6 to 10	13.3
3) 11 to 15	13.3
4) 16 to 20	12.0
5) 21 to 25	2.6
6) 26 or more	11.7

Mean = 14 employees

Median = 7 employees

Mode = 2 employees

11. What is the type of business?

	Of all respondents
1) Hotel or Motel	5.5
2) Restaurant	9.6
3) Fast Food	4.1
4) Gas station/Automotive Related Business	8.2
5) Sporting goods	6.8
6) Entertainment (ex: movie theater)	1.4
7) Government Agency (please specify)	2.7
8) Quasi-governmental (ex: library, school)	0.0
9) Social Service (ex: mental health, seniors)	1.4
10) Medical/dental	4.1
11) Professional services (please specify)	8.2
12) Other retail (please specify)	32.9
13) Other tourist or recreation business (please specify)	4.1
14) Other type of business (please specify)	11.0

12. Approximately, what percentage of your business is from out-of-town travelers, such as truck traffic and visitor through traffic (compared to customers who live in Bishop)?

	Of all respondents
1) 0% out-of-town travelers	17.8
2) 20% out-of-town travelers	28.8
3) 40% out-of-town travelers	9.6
4) 60% out-of-town travelers	19.2
5) 80% out-of-town travelers	20.5
6) 100% out-of-town travelers	4.1

Mean = 40% out-of-town travelers

Median = 40% out-of-town travelers

Mode = 20% out-of-town travelers

13. In an effort to determine traffic generated by local businesses, please estimate how many customers visit your location per week, on average?

	Of all respondents
1) 1 to 50	18.4
2) 50 to 100	15.8
3) 100 to 200	13.2
4) 200 to 500	21.1
5) 500 to 1000	14.5
6) 1000 +	17.1

Mean = 200 to 500 customers
Median = 200 to 500 customers
Mode = 200 to 500 customers

Bishop Area Access and Circulation Study

June 2004

Open-Ended Responses

Q1 Number One Transportation Issue

	Number of Responses
2-way stop at Hwy 6 & Wye Rd.	1
A 4-lane highway from Bishop to Southern California	1
Congestion	1
Empty lot on Main street right in front of my store.	1
Fishing	1
Hwy 395 & parking on Hwy open to through traffic	1
I'm off of the main street. No particular problems.	1
If a bypass is built, it should have restrictions limiting or preventing interchange development. Then perhaps the merchants would support a bypass.	1
In a round about way - parking	1
Inability to direct traffic to our parking lot and location	1
Insufficient parking	1
Lack of a passenger train along the 395 comidor	1
Lack of circulation routes	1
Lack of off street parking in downtown area.	1
Lack of parking for staff - parking longer than 2 hours	1
Lack of visable parking, Main St is often heavily congested that keeps people away.	1
Making sure there is no bypass-traffic is vital to downtown Bishop. It would die w/o it.	1
Need truck parking at hwy 6/395 so truckers can walk into town for meals & shopping & hotels. Local authorities cater to Von's Kmart who has been the cause of much traffic problems via poor planning.	1
No parking on Main street.	1
No taxi - no airlines - only local car rentals.	1
No way for locals to avoid Line & Main Streets to get from one part of town to another (ie: extend Sierra, Keough, Home)	1
Noise & congestion on Main Street, mainly from trucks, deters foot traffic, shoppers & outside social activities.	1
Noise & smell & disruption of large trucks makes the downtown area less comfortable & safe for pedestrians, business.	1
Non enforcement of the speed limit or a diverting of traffic around Bishop (it would kill the town).	1
Not enough available parking	1
Not enough signals to slow traffic at crosswalks	1
Parking- lack-of for both employees and customers of our store	1
Parking	8
Parking & truck traffic on Main Street	1
Parking next to our business- on street. Plus, increased traffic on Wyo Rd & Hwy 6	1
Signal coordination for better flow	1

Speeding on Main (north area) could generate more revenue!	1
The parking lot is not big enough	1
The price of gas.	1
The trucks on Main Street are very detrimental. We need our parking restored to Main Street, sans trucks & extra thru traffic.	1
There is way too much timed parking. There's no place for employees to park without having to move their car over one space every two hours or risk getting a ticket.	1
Too many "big rigs" in town.	1
Too many trucks on Main St.	1
Too many trucks on Main St. increased noise & danger	1
Transportation does not affect my business at all.	1
Truck parking. Traffic here is minimal compared to other areas.	1
Truck traffic and speeders not stopping for pedestrians.	1
Trucks on Main Street	2
Two many trucks on Main St. Not enough parking.	1
Visibility- we are dependent on signage to the driving public. Congestion in the downtown area.	1
We don't have any issues as we are off of Main Street/US 395 1 block	1
We don't have any problems with present conditions.	1
We have no transportation problem - the more traffic the better.	1
Yes	1
Total	57

Q2 Solution to Number One Transportation Issue

	Number of Responses
?	1
4 lane desert (395)	1
4 lane highway	1
A truck bypass	1
Airline here	1
All business should provide parking for themselves.	1
Allow for a truck route to bypass the downtown area.	1
Alternate truck route	1
Alternate truck route east of town near airport, connecting to 6 & 395 - If no retail or services are built along route- would seriously hurt downtown otherwise. Route not appropriate on west side of town at all.	1
Bypass truck route	1
City work to promote business - by allowing signages.	1
Consider a light at that intersection	1
Contact DWP to release some land for parking only. Temporary only.	1
Control left turn lanes maybe limit, fix Main Street jog at line. Remove Von's intersection or at least enforce the no left turn.	1
Detour big trucks	1
Diagonal spacing	1
Enforce the speed limit - so people can view the stores & beauty of our area.	1
Enforcement of two hour limit on our street	1

Freeway bypass, old style Main St. parking	1
Get trucks & high speed travelers off Main St. (bypass) put some visual parking and maybe center landscape back on Main St.	1
I think the dial-a-ride schedule organization is great. Keep it going.	1
IMAH has rented Verizon's parking lot on Lagoon so employees & IMAH vehicles can be moved off the street, making room for customers. Too bad other businesses/county offices don't do this.	1
Improve routes	1
Less timed parking, more unlimited parking.	1
Make a bypass road for big rigs.	1
Make larger parking lots	1
More com parking	1
More parking off Main St. (395)	1
n/a	1
Need street parking on Main St.	1
Need to get big trucks (simi's) off Main St allow curb side parking and make downtown visitor friendly	1
No trucks	1
Not sure	1
Nothing- It is fine - bypass should be for trucks & only trucks.	1
Our parking problems are due to other business in the area. Parking customer & employee vehicles for long periods of time in our spaces-our solution is cooperation & more parking spaces	1
Perhaps leaving 395 two-way traffic but changing Warren St. to one way southbound and a parallel street on the east side of Main St. to one way northbound. Thus allowing local traffic (our own worse enemy) to reduce "local" 395 congestion.	1
Remove 2 hr limit in front of 162 E Line St - Prohibit street parking for RV's & Truck/Trailers	1
Route large trucks around town - off Main Street but, allow parking for trucks so the drivers can access services in town if they want.	1
Route trucks east & north of towns	1
Set signals so that side streets can easier access Main Street	1
Truck by-pass	1
Truck bypass!	1
Truck route around town	1
Turn 395 into a railway for freight & people.	1
We should have a "trucks only" bypass	1
Total	45

Q5_other Other (please specify)

	Number of Responses
Enforcement of two hour limit on our street	1
Green curb in store front areas	1
Lack of parking for staff - parking longer than 2 hours/Remove 2 hr limit in front of 162 E Line St - Prohibit street parking for RV's & Truck/Trailer	1
Longer parking times, no limit.	1
Proper traffic control devices, remove unsafe intersection from Von's on to 395.	1
Slant parking with 2 lanes & turn lane on Main St.	1

Spend money on more 4 lane areas south of Bishop.	1
Stop thinking that downtown/shopping ends at Schatts bakery.	1
Stoplight Hwy 395 & Brookman	1
Total	9

Q11_7other Government Agency (please specify)

	Number of Responses
Air Pollution Control	1
LA DWP	1
Total	2

Q11_11other Professional Services (please specify)

	Number of Responses
Accounting	1
CPA/Investment services	1
Financial	1
Insurance	1
Legal	1
Veterinary hospital	1
Total	6

Q11_12other Other Retail (please specify)

	Number of Responses
Antiques, Music, Collectibles	1
Art Gallery	1
Beauty Supply	1
Clothing/Boots/Gifts	1
Cosmetology	1
Electronics & Hobbies	1
Electronics and more	1
Food & Gourmet grocery	1
Furniture	1
Gift Store	1
Golden State Cycle (Retail)	1
Hardware welding supplies	1
Hardware/Lumber	1
IMAH Thrift Store (Sierra Thrift Mall)	1
Locksmith	1
Office supply & business machine	1
Pet Store	1
Resole rock climbing shoes	1

Shoe	1
Supermarket	1
Thrift Shop	1
Total	21

Q11_13other Other Tourist or Recreation Business (please specify)

	Number of Responses
Campground, Deli	1
R.V. Park	1
Total	2

Q11_14other Other Type of Business (please specify)

	Number of Responses
Radio Station	1
Repair Service	1
www.395	1
Total	3

Additional Comments

	Number of Responses
As a citizen of Bishop, I feel that a complete bypass will be extremely detrimental to the economy of our town. We rely on the tourist trade now more than ever before in our history. Bypassing Bishop would probably be great for Mammoth, but not Bishop	1
Bishop does not have a significant traffic problem and does not need a bypass. Better marked/illuminated pedestrian crossings are probably #1 priority.	1
Keep Walmart Out	1
We rely on advertising reveues from businesses - most of whom rely on tourists	1
Total	4